

REVISED PUBLIC PARTICIPATION WORK PLAN

RIVER ROAD/SANTA CLARA TRANSITION PLAN

"If trust is ever to be established, the City must recognize that River Road and Santa Clara are not neighborhoods of Eugene, but two unique communities with their own history, values, and pride. These unique characteristics must be admitted and valued in all planning for the area. And the fate of the area must not be imposed from outside, but must be constructed through a collaborative effort. Domination will never result in cooperation. Involve the citizens of Santa Clara and River Road in Eugene's processes and they may one day feel part of it."

*Jerry Finigan
September 2002*

Public Participation Goals

Given the complex, cumbersome environment and long history of distrust toward the 'City of Eugene in the River Road and Santa Clara communities, inclusiveness and transparency is required for transition planning to have successful outcomes. To accomplish this, these public participation goals provide a working framework for RR/SC transition planning, with a statement of commitment for each goal:

1. TO INFORM: provide balanced and objective information to assist residents with a better understanding of existing services, programs, policies, and problems.

Commitment: To keep residents informed to the highest degree possible throughout the process.

2. TO CONSULT: maintain openness and solicit feedback from residents, developing two-way communication throughout the process including analysis, development of alternatives, and decisions.

Commitment: To listen to and acknowledge concerns and aspirations, and provide feedback on how public input influences decisions.

3. TO INVOLVE: work directly with residents to ensure that their concerns and aspirations are consistently understood and considered.

Commitment: To work with residents to ensure that their concerns and aspirations are directly reflected in alternatives that are developed, and provide feedback on how public input influences decisions.

4. TO COLLABORATE and EMPOWER: develop a working relationship in each aspect of decision-making including early identification of what is important to residents – their concerns, interests, and neighborhood values, and explore creative ways to achieve mutual goals, develop alternative strategies, and reach agreement on preferred solutions.

Commitment: To look to residents for ideas and innovation in formulating solutions and incorporate their recommendations into the decisions to the maximum extent possible.

Public Participation Approach

A wide variety of public participation methods are required to effectively engage River Road and Santa Clara residents in transition planning and fulfill goals and commitments. In this sense, no particular method is better than another, and the combined outcomes from all the various techniques will produce the desired results.

This approach assures that the public participation process is not only manageable and feasible with respect to specific public involvement goals, but provides multiple opportunities for residents to become engaged according to their own preferences, interests, schedules, and availability.

As part of our approach, Julie Fischer, former co-chair of the River Road/Santa Clara Urban Services Committee, is the Community Outreach Specialist who is managing the neighborhood and community outreach program for the Transition Team. Julie is a trained community planner and former resident of River Road.

Methods Used to Date

To date, these are the methods used to inform, consult, involve, and collaborate with River Road and Santa Clara residents:

Stakeholder Interviews and Roundtable Meeting

At the inception of the project, the Transition Team interviewed approximately 40 stakeholders in River Road and Santa Clara, and prepared an *Issues and Findings Report*, documenting results of the interviews. Subsequently, the Transition Team hosted a Roundtable Meeting with these stakeholders to provide feedback on a proposed work plan and schedule for the transition project, including a proposal for a citizen advisory committee.

RR/SC Citizen Task Force

A twelve-member advisory task force has been meeting monthly since February 2005. The task force consists of an equal number of stakeholder representatives from both River Road and Santa Clara, and a balance of city and unincorporated residents. Currently, the group is considering options and strategies that ultimately might serve as the basis for preparing a transition plan for River Road and Santa Clara. All meetings are open to the public, and opportunities are provided for public comment at the beginning of each meeting.

Web site

The web site www.rrsctransition.info provides background and current information on the transition planning project including dates, schedules, and meeting notes of the RR/SC Citizen Task Force meetings.

Interested Parties List

The Transition Management Team maintains a list of over 100 interested parties including elected officials, city and county staff, special district providers, community organization advisory boards, and interested citizens. These individuals receive notices, agendas, and meeting notes of RR/SC Task Force meetings.

Draft Neighborhood Outreach Plan

A sub-committee of the Citizen Task Force has drafted a neighborhood public outreach plan, including a pilot that will be used as a framework for holding several outreach meetings in a number of neighborhoods in the Fall of 2005 throughout River Road and Santa Clara. The purpose of these meetings will be to engage residents at the neighborhood level in an informal setting, providing an opportunity for residents to identify neighborhood concerns, interests, and values. Senior organizations, schools and community organizations will be approached to host these sessions.

Draft Information Brochure and Urban Services Pamphlet

An informational brochure explains the overall project and includes a brief history of development in the area, project goals, a list of task force members and contact information. A draft urban services pamphlet has been prepared to help residents achieve a better understanding of the numerous public agencies that provide urban services in River Road and Santa Clara, and who to contact for specific questions or needs. This is the first overview of services provided in River Road/Santa Clara by eight special district providers, the City of Eugene, and Lane County – all in one information piece.

Community Organizations and Newsletters

The River Road and Santa Clara community organizations provide public forums for addressing transition planning issues, and opportunities for keeping residents informed through progress reports. A Transition Team member attends most meetings to brief residents on current activities and gather feedback about the process. The transition team identified lack of funding for direct mail of neighborhood newsletters to county residents, which subsequently resulted in a City of Eugene budget allocation to increase newsletter funding for FY '05-06.

Library

The Transition Team has assembled a number of reports, plans and maps related to River Road and Santa Clara. These materials will be available at the volunteer library in the River Road community on Oakleigh Drive in September.

Additional Proposed Methods

Several other methods are proposed to meet public participation goals. These include:

Resident Opinion Survey

To provide input from a broad cross-section of residents and to provide opportunity for those who may not be able to attend public meetings, a formal community opinion survey will be administered in late 2005 or early 2006. A statistically valid survey of River Road and Santa Clara residents will provide a broad measure of resident preferences on key issues related to municipal governance and services.

School/Student Involvement

A number of River Road and Santa Clara teachers have expressed interest in using RR/SC as an instructional laboratory for school projects. The Transition Team will be exploring these possibilities with teachers in the Fall 2005.

Panel Forums/Community Meetings

As the RR/SC Task Force works to draft specific strategies for transition planning, a series of panels are proposed so that elected officials and service providers will have an opportunity to have a dialogue with the community on specific transition issues. A number of community meetings are also proposed to provide public forums to provide and share information regarding proposed strategies for the transition plan. These panels and community meetings are tentatively planned for the latter part of this fiscal year or next year after the neighborhood outreach project, the resident opinion survey, and other public involvement methods are implemented.

Note: These proposed methods are based on the assumption that elected officials would plan and execute a response to a Draft Transition Plan prepared under this contract. For example, the plan may recommend or require a public vote. An election would not fall under the Consultant's contract.